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SUMMER AND FALL VEGETABLES, MELONS, SWEETPOTATOES

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1967 ACREAGE-MARKETING GUIDES



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FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1967 summer and fall vegetables, melons and sweetpotatoes, are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1967 ACREAGE-MARKETING GUIDES
SUMMER AND FALL VEGETABLES FOR FRESH MARKET
SUMMER MELONS AND SWEETPOTATOES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1967 acreage of early fall tomatoes be increased by five percent from the acreage planted in 1966, each grower of early fall tomatoes may increase his planting by five percent.

I. 1966 HIGHLIGHTS

The total harvested acreage of summer and fall vegetables and melons for fresh market, indicated at 1,006,870 acres in 1966, was down slightly compared with 1965. A reduction in total summer acreage more than offset a slight increase in the fall season.

Total production of summer-fall vegetables and melons was indicated at almost 130 million hundredweight. This was 5 percent less than the large aggregate tonnage for these crops in the preceding year. Hot, dry summer weather in major vegetable producing areas in the East and Midwest reduced production potential.

Several leading producing areas in vegetables and melons reported sharp drops in output in 1966. In New York, aggregate production was 23 percent below 1965, tonnage in New Jersey was down 13 percent, and in Michigan, 8 percent. In Delaware, Maryland and Virginia, the combined production was off 11 percent.

As a result of reduced production potential, summer market prices in 1966 were exceptionally strong for cabbage, onions, lettuce, celery, snap beans, tomatoes, cantaloups and watermelons. In the fall season, cabbage and onion prices continued strong, and sweet corn, snap bean and sweetpotato prices were firm. But lettuce prices declined, and tomato and celery prices were at levels materially below a year earlier.

Aggregate shipping point value of the combined crops of summer-fall vegetables in 1966 increased to a record \$579 million compared with \$501 million in 1965. The total value for summer and fall melons in 1966 was \$92 million versus \$73 million in 1965. The sweetpotato crop value, estimated at \$79 million, was about equal to a year earlier.

II. 1967 GUIDES

The total acreage guide in 1967 for 8 summer vegetables for fresh market is a planted acreage 1 percent more than in 1966. Such acreages, with normal abandonment and average yields, will result in an aggregate production for these principal vegetables 2 percent above 1966.

For 7 fall vegetables, the total guide in 1967 is a planted acreage 3 percent more than in 1966. Such acreages, with normal abandonment and average yields, will result in an aggregate production 3 percent above 1966.

Total summer acreage of cantaloups and watermelons combined recommended for 1967 is 1 percent above 1966; the resulting aggregate tonnage in 1967 would be 6 percent above 1966.

With no change in acreage in 1967, and assuming average acreage loss and per-acre yields, total sweetpotato production in 1967 would be 3 percent more than in 1966.

Specific acreage guide recommendations for 1967 summer and fall vegetables for fresh market, summer melons, and sweetpotatoes are on pages 6-11.

III. DEMAND FOR VEGETABLES IN 1967

Demand for goods and services in the U. S. economy rose rapidly in 1966 and further expansion is expected in 1967. Consumer disposable income in 1966 increased significantly compared with a year earlier. Spending for food increased 7 percent, and accounted for about 13 percent of total disposable income.

Although economic growth is expected to continue strong in 1967, the rise will probably fall short of the large gain in 1966. Government spending is expected to increase considerably but growth in investment spending is expected to slow down substantially. Expanding output, more jobs, and a more rapid rise in wage rates will increase consumer incomes further in 1967, but not as much as in 1966.

With increases in consumer buying power in 1967, demand for farm products is expected to be well maintained. Growth in population also will help to maintain total volume of sales of fresh vegetables, melons and sweetpotatoes. On an individual commodity basis, however, requirements are not likely to be substantially different from a year earlier. Prices for each particular vegetable will, as usual, depend largely on the balance of production with market needs for that commodity. Timeliness of harvests will also continue to exert an important influence on marketing success.

IV. FOREIGN TRADE

Foreign trade in 1967 summer-fall fresh vegetables and melons is expected to reflect the 1966 pattern of relatively heavy exports of several principal vegetables including lettuce, celery, onions and cantaloups (see summary table, page 12) and light to moderate import volume for several items, including carrots, tomatoes and onions. Much of the export-import volume represents trade with Canada, plus imports from Mexico in the winter and early spring.

Specific planted acreage guide recommendations for 1967 summer and fall vegetables for fresh market, summer melons, and sweetpotatoes are as follows:

Commodity		:Percentage change: : from 1966 : : planted acreage: percent	Commodity		:Percentage change : from 1966 : planted acreage percent
<u>Summer Vegetables</u>			<u>Fall Vegetables</u>		
Beans, Snap		Plus 5	Beans, Snap (early)		No Change
			(late)		Plus 5
Cabbage	(early)	No Change	Cabbage	(early)	<u>1/</u> Plus 15
	(late)	No Change	(late)		No Change
Carrots	(early)	No Change	Carrots	(early)	No Change
	(late)	No Change	(late)		Minus 5
Celery	(early)	No Change	Celery	(early)	No Change
	(late)	No Change	(late)		No Change
Corn, Sweet	(early)	Plus 5	Corn, Sweet		No Change
	(late)	No Change			
Lettuce		No Change	Lettuce	(early)	No Change
			(late)		No Change
Onions	(early)	Minus 5	Tomatoes	(early)	Plus 5
	(late)	No Change	(late)		No Change
Tomatoes	(early)	No Change	- - - - -		
	(late)	No Change			
<u>Summer Melons</u>			Sweetpotatoes No Change		
Cantaloups	(early)	Plus 5			
	(mid)	Plus 5			
	(late)	No Change			
Watermelons	(early)	No Change			
	(late)	Plus 5			

1/ For fresh market and processing.

Summer Vegetables: Acreage Guide for 1967, with comparisons

Commodity	Planted acreage				Percent Acreage Guide is of:		
	: 1967	: 1966	: 1965	: 1960-64	: 1966	: 1965	: 1960-64
	: Guide	: Prel.	: Average	: Average	: Prel.	: Average	: Average
	1,000 acres				percent		
Beans, Snap	28.7	27.3	29.3	32.8	105	98	88
Cabbage							
Early	8.3	8.3	8.1	7.7	100	102	107
Late	17.4	17.4	17.6	18.1	100	99	96
Carrots							
Early	7.9	7.9	7.3	7.5	100	108	106
Late	3.2	3.2	3.3	3.6	100	97	91
Celery							
Early	4.3	4.3	3.8	3.9	100	113	110
Late	2.7	2.7	2.9	3.0	100	96	93
Corn, Sweet							
Early	36.6	34.9	37.2	39.4	105	98	93
Late	95.2	95.2	96.6	100.8	100	98	94
Lettuce	44.2	44.2	44.2	49.2	100	100	90
Onions							
Early	12.6	13.3	10.0	10.0	95	126	127
Late	59.6	59.6	62.4	58.7	100	95	101
Tomatoes							
Early	44.1	44.1	41.1	42.4	100	107	104
Late	28.6	28.6	28.3	30.3	100	101	95
Total	393.4	391.0	392.1	407.4	101	100	97

Note: Data rounded, but percentage comparisons based on unrounded data.

Summer Vegetables: Probable production in 1967, with comparisons

Commodity	Production <u>2/</u>				: Probable production from		
					:Acreage Guide as percent of:		
	: 1967	: 1966	:	:1960-64:	1966	:	: 1960-64
	:Guide 1/:	Prel.	: 1965	:Average:	Prel.	: 1965	: Average
	<u>1,000 hundredweight</u>				<u>percent</u>		
Beans, Snap	1,129	1,042	1,180	1,274	108	96	89
Cabbage							
Early	1,493	1,479	1,478	1,486	101	101	100
Late	3,366	3,326	3,483	3,563	101	97	94
Carrots							
Early	2,244	2,410	2,154	2,011	93	104	112
Late	747	810	750	789	92	100	95
Celery							
Early	1,923	1,885	1,737	1,804	102	111	107
Late	921	796	993	966	116	93	95
Corn, Sweet							
Early	2,321	2,021	2,686	2,470	115	86	94
Late	5,695	5,140	5,893	6,003	111	97	95
Lettuce	10,766	10,874	10,601	10,486	99	102	103
Onions							
Early	2,869	2,935	2,268	2,209	98	126	130
Late	19,021	18,360	20,900	18,435	104	91	103
Tomatoes							
Early	5,326	5,325	4,964	5,122	100	107	104
Late	3,027	3,002	3,010	3,121	101	101	97
Total	60,848	59,405	62,097	59,739	102	98	102

1/ Product of planted acreage guide for 1967, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

Summer Melons: Acreage Guide for 1967, with comparisons

Commodity	Planted acreage				Percent Acreage Guide is of:			
	1967	1966	1965	1960-64	1966	1965	1960-64	
	Guide	Prel.		Average	Prel.		Average	
	<u>acres</u>				<u>percent</u>			
Cantaloups								
Early	11,180	10,650	10,900	11,910	105	103	94	
Mid	59,480	56,650	59,050	67,400	105	101	88	
Late	13,050	13,050	13,350	14,640	100	98	89	
Watermelons								
Early	215,400	215,400	220,000	225,000	100	98	96	
Late	31,240	29,750	33,100	33,470	105	94	93	
Total	330,350	325,500	336,400	352,420	101	98	94	

Summer Melons: Probable production in 1967, with comparisons

Commodity	Production 2/				Probable production from Acreage Guide as percent of:			
	1967	1966	1965	1960-64	1966	1965	1960-64	
	Guide 1/	Prel.		Average	Prel.		Average	
	1,000 hundredweight				percent			
Cantaloups								
Early	564	473	554	619	119	102	91	
Mid	6,762	6,407	6,756	7,297	106	100	93	
Late	1,009	1,042	968	1,118	97	104	90	
Watermelons								
Early	15,388	14,601	16,153	15,745	105	95	98	
Late	3,742	3,482	4,077	4,014	107	92	93	
Total	27,465	26,005	28,508	28,793	106	96	95	

1/ Computed: Product of planted acreage guide for 1967, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

Fall Vegetables: Acreage Guide for 1967, with comparisons

Commodity	Planted acreage				Percent Acreage Guide is of:		
	: 1967	: 1966	:	: 1960-64	: 1966	:	: 1960-64
	: Guide	: Prel.	: 1965	: Average	: Prel.	: 1965	: Average
	<u>1,000 acres</u>				<u>percent</u>		
Beans, Snap							
Early	13.2	13.2	12.7	14.7	100	104	90
Late	12.6	12.0	11.3	13.0	105	112	97
Cabbage							
Early <u>1/</u>	35.8	31.1	34.4	33.0	115	104	109
Late	2.4	2.4	2.7	3.3	100	89	74
Carrots							
Early	25.0	25.0	22.8	21.5	100	110	117
Late	8.4	8.8	7.3	7.9	95	115	106
Celery							
Early	1.4	1.4	1.5	1.9	100	88	72
Late	5.7	5.7	5.6	6.2	100	102	91
Corn, Sweet	16.2	16.2	14.3	12.1	100	113	133
Lettuce							
Early	39.3	39.3	36.2	35.0	100	108	112
Late	16.7	16.7	19.1	20.1	100	87	83
Tomatoes							
Early	16.8	16.0	17.6	19.7	105	95	85
Late	13.6	13.6	12.2	10.8	100	111	125
Total	207.1	201.4	197.7	199.2	103	105	104

Note: Data rounded, but percentage comparisons based on unrounded data.

1/ Includes processing.

Fall Vegetables: Probable production in 1967, with comparisons

Commodity	:	Production <u>2/</u>				: Probable production from		
	:					:Acreage Guide as percent of:		
	:	1967	: 1966	:	:1960-64:	1966	:	: 1960-64
	:Guide 1/:	Prel.	: 1965	:Average:	Prel.	: 1965	: Average	
		<u>1,000 hundredweight</u>				<u>percent</u>		
Beans, Snap								
Early	532	490	529	571	109	101	93	
Late	433	386	381	451	112	114	96	
Cabbage								
Early <u>3/</u>	8,947	7,500	9,114	8,290	119	98	108	
Late	322	316	349	419	102	92	77	
Carrots								
Early	6,542	6,862	6,394	5,514	95	102	119	
Late	2,516	2,552	2,336	2,365	99	108	106	
Celery								
Early	413	333	425	604	124	97	68	
Late	2,975	2,964	2,912	3,031	100	102	98	
Corn, Sweet	778	790	671	594	98	116	131	
Lettuce								
Early	6,552	6,713	6,469	5,542	98	101	118	
Late	2,839	2,839	3,247	3,223	100	87	88	
Tomatoes								
Early	3,192	3,040	3,344	3,429	105	95	93	
Late	1,502	1,490	1,535	1,206	101	98	125	
Total	37,543	36,275	37,706	35,239	103	100	107	

1/ Computed: Product of planted acreage guide for 1967, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

3/ Includes processing.

Summer and Fall Vegetables and Melons: Exports from the
United States, selected months, 1966 and 1965

Commodity	: <u>July-September</u> :		: <u>October-December</u>	
	: 1966	: 1965	: 1966	: 1965
<u>1,000 hundredweight</u>				
Beans, including Snap	9.2	20.0	33.6	37.6
Cabbage	18.2	13.7	86.4	33.0
Carrots	55.6	68.9	54.8	33.8
Celery	70.1	67.8	265.8	323.4
Lettuce	174.1	158.5	573.5	614.0
Onions	231.3	197.2	174.1	258.2
Peppers	30.1	23.7	39.9	45.9
Tomatoes	248.3	211.9	275.9	279.1
Cantaloups and other melons	225.8	209.8	27.8	61.2
Watermelons	462.1	347.1	3.4	.6

Summer and Fall Vegetables and Melons: Imports from the
United States, selected months, 1966 and 1965

Commodity	: <u>July-September</u> :		: <u>October-December</u>	
	: 1966	: 1965	: 1966	: 1965
<u>1,000 hundredweight</u>				
Lima Beans	1.5	-----	.8	-----
Cabbage	6.0	2.5	6.9	.6
Carrots	109.5	108.7	281.4	234.8
Cauliflower	.6	1.1	-----	-----
Celery	-----	2.7	-----	-----
Cucumbers	4.6	1.9	67.7	67.5
Eggplant	-----	.1	7.8	7.0
Lettuce	.7	2.8	.7	.1
Onions	29.8	37.3	118.9	56.6
Peas	3.6	3.5	4.5	3.5
Peppers	4.0	2.7	29.2	18.6
Tomatoes	26.5	14.9	370.0	186.8
Cantaloups	1.3	5.2	.2	9.5
Watermelons	1.4	1.4	1.3	3.3

Source: Bureau of the Census, U. S. Department of Commerce.

VI. CANNED AND FROZEN VEGETABLES

The total production of 9 principal vegetables for commercial processing in 1966 was 8.77 million tons, or 5 percent above 1965, and 9 percent above the 1960-64 average. Production of tomatoes, the top crop in tonnage, was 3 percent above 1965. Production of sweet corn was up 21 percent, and tonnage of cucumbers for pickles was up 19 percent compared with the relatively moderate output for these crops in 1965. Significant gains in tonnage also were estimated for lima beans, beets and spinach. But crops of green peas, snap beans and cabbage for kraut were smaller than a year earlier.

Packs of most items in 1966 were larger than the preceding season. But in most instances, these larger packs were complemented by small carryovers. And supplies of processed vegetables available for the 1966-67 marketing season, with the exceptions of frozen sweet corn and cucumber pickles, were about equal to a year earlier. Supplies of frozen sweet corn and pickles were up sharply at the start of the current season.

Disappearance of 1966-67 supplies of canned and frozen vegetables have been at a high rate. Inventory positions in the mid-winter were generally in good balance. Some of the heavy supply of frozen sweet corn was purchased for use for canning and this market firmed. Carryovers of most canned vegetables into the 1967 season are likely to be down from a year earlier. For frozen vegetables, carryovers are expected to be close to year-earlier levels.

Specific planted acreage guide recommendations for 1967 vegetables for commercial processing are as follows:

Commodity		:	Percentage change from
		:	1966 planted acreage
			<u>percent</u>
Beans, Lima	(For canning).		Plus 10
	(For freezing)		Plus 10
Beans, Snap	(For canning).		Plus 10
	(For freezing)		Plus 10
Beets			Plus 10
Cabbage for Kraut	<u>1/</u>		
Corn, Sweet	(For canning).		Plus 5
	(For freezing)		Minus 5
Cucumbers for Pickles			Minus 10
Peas, Green	(For canning).		No Change
	(For freezing)		Plus 10
Spinach	(For canning).		Plus 10
	(For freezing)		Plus 10
Tomatoes.			Plus 5

1/ Included in total early fall crop (fresh market and kraut combined).

VII. COMMODITY SUMMARIES

Snap beans--Production of summer snap beans in 1966 was substantially less than the preceding year. Both total acreage and yields were below 1965. In New York and North Carolina, the leading summer sources, the crop outturns were much below a year earlier when some quantities were not marketed. Snap bean prices were exceptionally high in July, but eased downward moderately in late summer.

The combined production of early and late fall snap beans in 1966 was moderately below 1965. Total acreage was increased but per acre yields were below 1965. In Florida, California and Virginia, the leading sources in the fall, the snap bean crops returned high prices.

Cabbage--Hot, dry summer weather reduced yields of cabbage last season. And the combined early and late summer production in 1966 was down slightly compared with 1965. However, total early fall production, the principal crop, was 18 percent less than the preceding year. Smaller crops in New York and Wisconsin accounted for most of the reduction in the total early fall crop, which is used for fresh market and processing. The cabbage market was strong in 1966. At times, summer-fall cabbage price levels were double those of a year earlier.

As a result of the smaller fall cabbage production in 1966, the cumulative pack of kraut into late winter of 1966-67 was much less than the preceding season. And carryover stocks of kraut into the 1967 packing season probably will be small. A larger early fall crop of cabbage is recommended in 1967.

Carrots--Early summer carrot production in California in 1967 was above average. But competing supplies had been reduced by bad weather. And prices for California early summer marketings were quite high.

The late summer and fall carrot crops were large. This was due to high yields in the late summer season, and to an increase in acreage for early and late fall harvest.

Although the 1966 summer-fall crops were large, market demand for carrots was strong and prices were above average. The carrot market was helped by the overall curtailed supply of fresh vegetables. In addition, there was an active demand for carrots for processing, as carryover stocks of canned carrots into the 1966 season were small.

Celery--Hot, dry summer weather checked 1966 summer celery production in Michigan and New York, the principal sources in the East. With competing supplies in the East reduced, the large early summer crop of celery in California sold at a high average price.

The combined production of late summer and early fall celery in 1966 was 20 percent below 1965. These relatively small crops also brought a high average price.

The late fall celery production in California was slightly below average. But celery prices declined to low levels by mid-fall when new crop shipments

from Florida complemented marketings from California.

Sweet Corn--The total sweet corn production in the summer of 1966 was substantially below the preceding season. A moderate reduction in total acreage combined with low per-acre yields resulted in an early summer crop 25 percent below 1965. The late summer production was down 13 percent.

Hot, dry weather hurt the crop in the East, particularly in New Jersey and Ohio. But crop development in the West was normal. The overall supply of fresh sweet corn was tight. And market prices were high through the summer and early fall.

A step-up in fall plantings resulted in a large fall crop in Florida. The California fall production was moderately below 1965. Overlap from summer marketings was below average. And both fall producing areas received high prices for sweet corn.

Lettuce--Markets for lettuce were strong in the summer and into the early fall of 1966. Although the combined summer-early fall production in 1966 in California, the major market source, was 8 percent above a year earlier, aggregate production in all other producing areas was down 11 percent. In the eastern States, lettuce production was reduced due either to acreage reductions or low yields.

Lettuce prices declined sharply in the late fall. This was due largely to bunching in shipments from the important Arizona producing area.

Onions--A small crop of early spring onions in Texas, which resulted in a tight supply, was responsible for the strong onion market in the spring and early summer of 1966. Total early summer production in 1966 was substantially more than in 1965. Most of the increase in production was in Texas and New Mexico. The overlap in spring-summer marketings was minimal. And there was active bidding for the large early summer crop, which sold at a high average price.

Total late summer production in 1966 was 12 percent less than the record-large crop in the preceding year. Following hot, dry weather, poor yields were responsible for smaller crops in New York and Michigan, the leading eastern producing areas. The Idaho-Eastern Oregon crop was slightly less than in the preceding season. In California, where a substantial tonnage of onions moves to dehydrators, production was substantially above 1965.

Onion prices declined in the late summer as marketings from the earliest fields got underway in August. And prices slipped further in early fall. But prices showed improvement soon after harvesting was completed in October. Prices for the fall period through the end of the year averaged well above the low returns in the like period a year earlier. Moreover, with total storage stocks on January 1, 1967 sharply below a year earlier and average, onion prices continued high into late winter. For 1967, the late summer onion guide is a total acreage equal to 1966.

Sweetpotatoes--Total sweetpotato acreage was reduced 9 percent in 1966, and was 6 percent less than the 1960-64 average. All major sweetpotato States shared in the acreage reduction. Cool, wet spring weather caused planting delays. A hot, dry summer lowered crop outturn in several areas. And total production in 1966 was 13 percent less than the large crop in the preceding year, but was slightly above average. Substantial reduction in production compared with the 1965 crop was reported in Louisiana, New Jersey, North Carolina, Georgia and Texas.

Reflecting the smaller sweetpotato production in 1966, shipments in the current season have been lagging compared with 1965-66. For example, through February, 1967, cumulative unloads in 41 cities were off about 10 percent compared with the like period a year ago. With volume down, sweetpotato prices have been strong in the winter of 1966-67.

In the 1967-68 season, sufficient market outlets should be available for a larger tonnage of sweetpotatoes than was produced in 1966. With normal growing weather, however, an acreage equal to 1966 would provide a volume adequate for market requirements.

Cantaloups--Due to bunching in shipments, prices for the moderate-size spring crop of cantaloups were depressed. However, harvest timing was favorable for the subsequent early, mid and late summer crops. For these latter crops, production was in close balance with market demand. And summer cantaloup prices were well above average.

The bulk of the summer crop of cantaloups originates in California. In 1966, California's production was 13 percent below average. This supply reduction was largely responsible for the strong market.

Watermelons--A slight reduction in total plantings combined with low yields checked watermelon production in the summer of 1966. The total early summer tonnage was 10 percent below 1965, and the late summer outturn was down 15 percent.

Heavy rains in the southeastern States in the early summer curtailed watermelon shipments. And subsequently, hot, dry weather resulted in a material reduction in potential supply in major eastern producing areas. Combined early summer production in Arizona and California was 10 percent below average. But in Missouri, the leading late summer source, production in 1966 was 28 percent below 1965. With marketings below average, watermelon prices were strong throughout the summer.

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Guide tables for individual commodities begin on page 17.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and probable production

(planted acreage 5 percent more than in 1966)

28,690

1/ 41

1,129

Background statistics

1966 Prel.	27,320	26,470	39	1,042	11.78	12,272
1965	29,300	28,600	41	<u>2</u> / 1,180	9.19	10,316
1960-64 Average	32,760	31,290	41	1,274	8.29	10,761

1/ 1960-64 average yield per acre.

2/ Includes 52,000 cwt. not marketed in 1965 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 8 percent more than in 1966.

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and probable production

(planted acreage equal to 1966)

8,280

1/ 184

1,493

Background statistics

1966 Prel.	8,280	8,080	183	1,479	3.90	5,769
1965	8,080	7,930	186	1,478	2.29	3,382
1960-64 Average	7,740	7,570	197	1,486	2.53	3,745

1/ 1963-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 1 percent more than in 1966.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production
(planted acreage equal to 1966)

17,350 1/ 200 3,366

Background statistics

1966 Prel.	17,350	17,050	195	3,326	3.52	11,714
1965	17,600	16,800	207	3,483	2.05	7,130
1960-64 Average	18,130	17,670	202	2/ 3,563	2.02	7,109

1/ 1963-66 average yield per acre.

2/ Includes 40,000 cwt. not marketed in 1962 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 1 percent more than in 1966.

Carrots - Early Summer

(California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production
(planted acreage equal to 1966)

7,900 1/ 284 2,244

Background statistics

1966 Prel.	7,900	7,900	305	2,410	5.04	12,154
1965	7,300	7,300	295	2,154	4.89	10,533
1960-64 Average	7,460	7,460	271	2,011	3.75	7,442

1/ 1963-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1963-66 average yield, will result in a production 7 percent less than in 1966.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u> (planted acreage equal to 1966)	3,250	<u>1/</u> 237	747		
<u>Background statistics</u>					
1966 Prel.	3,250	3,150	257	810	3.63 2,941
1965	3,340	3,240	231	750	4.12 3,090
1960-64 Average	3,580	3,410	231	789	3.54 2,761

1/ 1962-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production 8 percent less than in 1966.

Celery - Early Summer

(Massachusetts, Ohio, Michigan and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u> (planted acreage equal to 1966)	4,260	<u>1/</u> 456	1,923		
<u>Background statistics</u>					
1966 Prel.	4,260	4,160	453	1,885	6.56 12,368
1965	3,770	3,770	461	1,737	4.48 7,782
1960-64 Average	3,890	3,810	474	1,804	4.08 7,322

1/ 1963-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 2 percent above 1966.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Celery - Late Summer

(New York, New Jersey, Colorado and Washington)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))
1967 Acreage Guide and probable <u>Production</u> (planted acreage equal to 1966)	2,740	<u>1/</u> 343	921	

Background statistics

1966 Prel.	2,740	2,620	304	796	5.00	3,977
1965	2,860	2,820	352	993	4.48	4,449
1960-64 Average	2,950	2,890	334	<u>2/</u> 966	3.96	3,809

1/ 1962-65 average yield per acre.

2/ Includes 29,000 cwt. not marketed in 1963 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 16 percent more than in 1966.

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Oklahoma, Kentucky, Arkansas and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))
1967 Acreage Guide and probable <u>production</u> (planted acreage 5 percent more than in 1966)	36,640	<u>1/</u> 66	2,321	

Background statistics

1966 Prel.	34,900	32,600	62	2,021	5.24	10,594
1965	37,200	36,400	74	2,686	3.77	10,120
1960-64 Average	39,440	38,060	65	<u>2/</u> 2,470	3.90	9,600

1/ 1963-66 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1962 and 2 in 1963.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 15 percent more than in 1966.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
Pennsylvania, Ohio, Illinois, Michigan, Maryland,
Colorado, Washington and Oregon)

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production
(planted acreage
equal to 1966)

95,150 1/ 63 5,695

Background statistics

1966 Prel.	95,150	89,500	57	5,140	4.54	23,318
1965	96,650	91,700	64	5,893	3.61	21,293
1960-64 Average	100,800	95,750	63	2/ 6,003	3.27	19,479

1/ 1962-65 average yield per acre.

2/ Includes 242,000 cwt. not marketed in 1961 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 11 percent more than in 1966.

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado
and California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production
(planted acreage
equal to 1966)

44,150 1/ 254 10,766

Background statistics

1966 Prel.	44,150	42,620	255	10,874	5.46	59,378
1965	44,200	42,050	252	10,601	3.93	41,620
1960-64 Average	49,240	47,010	224	2/ 10,486	3.45	33,998

1/ 1965-66 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 2,404 in 1960, 467 in 1961, 442 in 1962 and 96 in 1963.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1965-66 average yield, will result in a production 1 percent less than in 1966.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Onions - Early Summer

(New Jersey, Iowa, Texas, New Mexico and Washington)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)
<u>1967 Acreage Guide and probable production</u> (planted acreage 5 percent less than in 1966)	12,640	<u>1/</u> 234	2,869	

Background statistics

1966 Prel.	13,300	12,700	231	2,935	5.49	16,117
1965	10,050	9,750	233	2,268	5.23	11,857
1960-64 Average	9,950	9,440	234	2/ 2,209	3.87	8,431

1/ 1960-64 average yield per acre.

2/ Includes 50,000 cwt. not marketed in 1960 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage 5 percent less than in 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 2 percent less than in 1966.

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah, Nevada, Washington, Oregon and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)
<u>1967 Acreage Guide and probable production</u> (planted acreage equal to 1966)	59,590	<u>1/</u> 336	19,021	

Background statistics

1966 Prel.	59,590	57,930	317	18,360	4.14	76,030
1965	62,420	58,650	356	20,900	2.53	52,964
1960-64 Average	58,740	56,280	328	18,435	2.81	51,417

1/ 1962-65 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 4 percent more than in 1966.

1967 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
 North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	44,100	<u>1</u> / 122	5,326	

Background statistics

1966 Prel.	44,100	43,600	122	5,325	9.80	52,211
1965	41,080	40,680	122	<u>2</u> / 4,964	8.87	43,233
1960-64 Average	42,380	42,180	121	5,122	7.76	39,818

1/ 1963-66 average yield per acre.

2/ Includes 88,000 cwt. not marketed in 1965 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production equal to 1966.

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania,
 Ohio, Indiana, Illinois, Michigan, Colorado, Washington,
 Oregon, North Carolina and New Mexico)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	28,630	<u>1</u> / 109	3,027	

Background statistics

1966 Prel.	28,630	27,550	109	3,002	8.91	26,748
1965	28,280	27,480	110	3,010	7.48	22,512
1960-64 Average	30,270	29,260	107	3,121	6.30	19,546

1/ 1963-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 1 percent more than in 1966.

1967 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production

(planted acreage 5 percent more than in 1966)

11,180 1/ 51 564

Background statistics

1966 Prel.	10,650	10,450	45	473	5.23	2,473
1965	10,900	10,600	52	554	3.65	2,024
1960-64 Average	11,910	11,890	52	2/ 619	4.00	2,451

1/ 1962-65 average yield per acre.

2/ Includes 34,000 cwt. not marketed in 1962 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 19 percent more than in 1966.

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina, Alabama, Arkansas, Oklahoma, Texas, New Mexico and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production

(planted acreage 5 percent more than in 1966)

59,480 1/ 116 6,762

Background statistics

1966 Prel.	56,650	55,700	115	6,407	6.45	41,296
1965	59,050	57,800	117	6,756	4.66	31,451
1960-64 Average	67,400	66,070	110	2/ 7,297	3.99	29,124

1/ 1963-66 average yield per acre.

2/ Includes 129,000 cwt. not marketed in 1962 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 6 percent more than in 1966.

1967 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina,
Alabama, Arkansas, Oklahoma, Texas, New Mexico and California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted:For harvest:</u>	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production
(planted acreage
equal to 1966)

13,050 1/ 84 1,009

Background statistics

1966 Prel.	13,050	12,100	86	1,042	5.77	6,016
1965	13,350	11,900	81	968	4.95	4,796
1960-64 Average	14,640	13,500	83	1,118	3.72	4,147

1/ 1963-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 3 percent less than in 1966.

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted:For harvest:</u>	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production
(planted acreage
equal to 1966)

215,400 1/ 76 15,388

Background statistics

1966 Prel.	215,400	202,900	72	14,601	1.76	25,731
1965	220,000	207,500	78	<u>2</u> / 16,153	1.33	21,381
1960-64 Average	225,000	207,260	76	<u>2</u> / 15,745	1.36	21,091

1/ 1960-64 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 147 in 1960, 540 in 1962, 466 in 1963, 47 in 1964 and 45 in 1965.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 5 percent more than in 1966.

1967 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
 Maryland, Virginia, Oregon and Washington)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
 probable production

(planted acreage 5 percent
 more than in 1966)

31,240	<u>1</u> / 121	3,742
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Background statistics

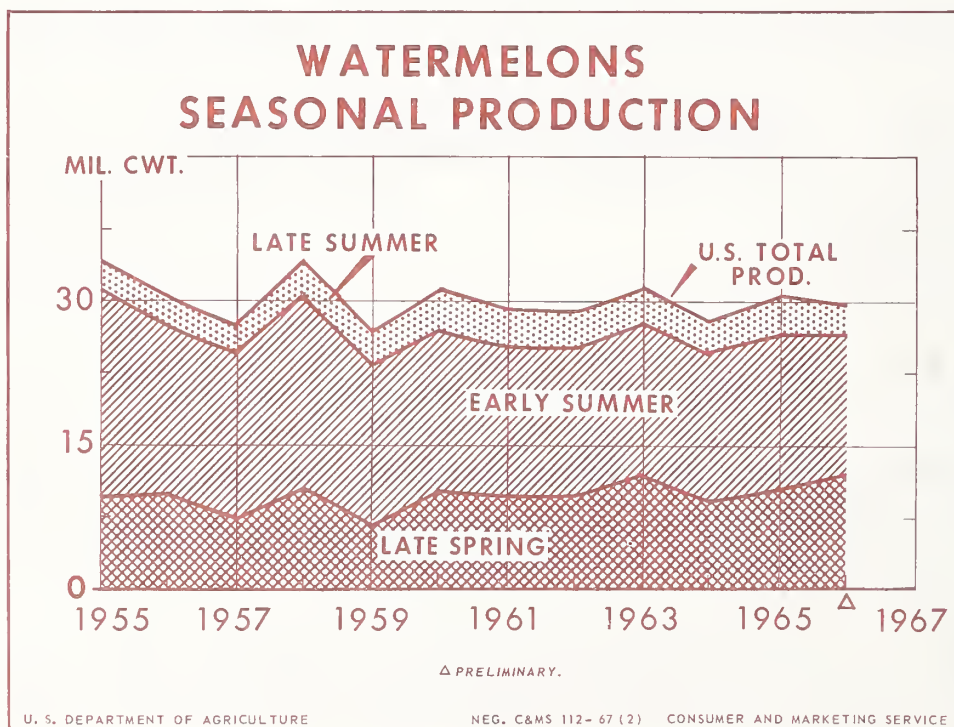
1966 Prel.	29,750	29,600	118	3,482	2.08	7,246
1965	33,100	32,000	127	4,077	1.35	5,493
1960-64 Average	33,470	33,150	121	<u>2</u> / 4,014	1.17	4,643

1/ 1963-66 average yield per acre.

2/ Includes 144,000 cwt. not marketed in 1960 and excluded in computing value.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 7 percent more than in 1966.



1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Louisiana and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	13,150	<u>1</u> / 44	532		

Background statistics

1966 Prel.	13,150	12,000	41	490	11.82	5,793
1965	12,700	11,700	45	<u>2</u> / 529	10.55	5,560
1960-64 Average	14,690	13,500	42	<u>2</u> / 571	9.27	5,264

1/ 1962-65 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 4 in 1964 and 2 in 1965.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 9 percent more than in 1966.

Snap Beans - Late Fall

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage 5 percent more than in 1966)	12,600	<u>1</u> / 40	433		

Background statistics

1966 Prel.	12,000	9,800	39	386	15.51	5,985
1965	11,300	8,300	46	<u>2</u> / 381	13.19	4,763
1960-64 Average	13,040	11,660	38	<u>2</u> / 451	9.75	4,171

1/ 1961-65 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1961, 32 in 1964 and 20 in 1965.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 12 percent more than in 1966.

1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and <u>probable production</u> (planted acreage 15 percent more than in 1966)	35,810	<u>1</u> / 263	8,947		

Background statistics

1966 Prel.	31,140	28,920	259	7,500	2.96	22,206
1965	34,360	32,390	281	<u>2</u> / 9,114	1.55	13,807
1960-64 Average	32,960	31,750	259	2/ 8,290	1.70	13,988

1/ 1963-66 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 47 in 1960 and 192 in 1965.

1967 Guide

The 1967 guide is a planted acreage 15 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 19 percent larger than in 1966.

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and <u>probable production</u> (planted acreage equal to 1966)	2,400	<u>1</u> / 134	322		

Background statistics

1966 Prel.	2,400	2,400	132	316	3.52	1,111
1965	2,700	2,700	129	349	2.02	706
1960-64 Average	3,260	3,260	130	<u>2</u> / 419	1.71	665

1/ 1962-66 average yield per acre.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 64 in 1962 and 42 in 1963.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1962-66 average yield, will result in a production 2 percent more than in 1966.

1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Washington, Oregon and Connecticut)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production

(planted acreage
equal to 1966)

25,040 1/ 275 6,542

Background statistics

1966 Prel.	25,040	24,070	285	6,862	2.98	20,442
1965	22,750	21,370	299	6,394	2.76	17,643
1960-64 Average	21,490	20,040	275	5,514	2.38	13,093

1/ 1960-64 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 5 percent less than in 1967.

Carrots - Late Fall

(California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1966)

8,360 1/ 301 2,516

Background statistics

1966 Prel.	8,800	8,800	290	2,552	3.89	9,919
1965	7,300	7,300	320	2,336	3.68	8,608
1960-64 Average	7,860	7,860	301	2,365	3.58	8,494

1/ 1960-64 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage 5 percent less than in 1966. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 1 percent less than in 1966.

1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Celery - Early Fall

(Massachusetts, Pennsylvania, Ohio and Michigan)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production

(planted acreage equal to 1966)	1,350	<u>1/</u> 322	413
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Background statistics

1966 Prel.	1,350	1,250	266	333	5.43	1,809
1965	1,530	1,330	320	425	4.45	1,891
1960-64 Average	1,880	1,820	330	604	3.45	2,049

1/ 1962-65 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 24 percent more than in 1966.

Celery - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production

(planted acreage equal to 1966)	5,700	<u>1/</u> 522	2,975
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Background statistics

1966 Prel.	5,700	5,700	520	2,964	3.80	11,263
1965	5,600	5,600	520	2,912	4.80	13,978
1960-64 Average	6,240	6,240	494	3,031	3.40	10,275

1/ 1963-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1963-66 average yield, will result in a production about equal to 1966.

1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Sweet Corn - Fall

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	16,200	<u>1</u> / 50	778		
<u>Background statistics</u>					
1966 Prel.	16,200	15,900	50	790	5.93 4,688
1965	14,300	13,900	48	671	5.17 3,469
1960-64 Average	12,140	10,960	54	594	5.10 2,986
<u>1/</u> 1963-66 average yield per acre.					

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 2 percent less than in 1966.

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington, Oregon and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	39,270	<u>1</u> / 172	6,552		
<u>Background statistics</u>					
1966 Prel.	39,270	37,950	177	6,713	4.73 31,777
1965	36,230	35,130	184	<u>2</u> / 6,469	4.82 30,980
1960-64 Average	35,030	34,190	162	<u>2</u> / 5,542	3.87 21,447
<u>1/</u> 1962-66 average yield per acre.					
<u>2/</u> Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 25 in 1961 and 35 in 1965.					

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production 2 percent less than in 1966.

1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Lettuce - Late Fall

(Arizona)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	16,700	<u>1</u> / 170	2,839		

Background statistics

1966 Prel.	16,700	16,700	170	2,839	4.80	13,627
1965	19,100	19,100	170	3,247	4.80	15,586
1960-64 Average	20,060	19,600	164	3,223	5.04	15,943

1/ 1965-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1965-66 average yield, will result in a production equal to 1966.

Tomatoes - Early Fall

(California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage 5 percent more than in 1966)	16,800	<u>1</u> / 190	3,192		

Background statistics

1966 Prel.	16,000	16,000	190	3,040	9.10	27,664
1965	17,600	17,600	190	3,344	10.90	36,450
1960-64 Average	19,660	19,660	174	3,429	7.74	26,377

1/ 1964-66 average yield per acre.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with no abandonment and a 1964-66 average yield, will result in a production 5 percent more than in 1966.

1967 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	13,600		<u>1</u> / 130	1,502		
<u>Background statistics</u>						
1966 Prel.	13,600	11,800	126	1,490	11.16	16,630
1965	12,200	10,700	143	1,535	10.74	16,489
1960-64 Average	10,840	9,000	134	1,206	8.88	10,699

1/ 1964-66 average yields by States.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and 1964-66 average yields by States, will result in a production 1 percent more than in 1966.

1967 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, California and New Mexico)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	191.3	<u>1</u> / 89.5	16,858		

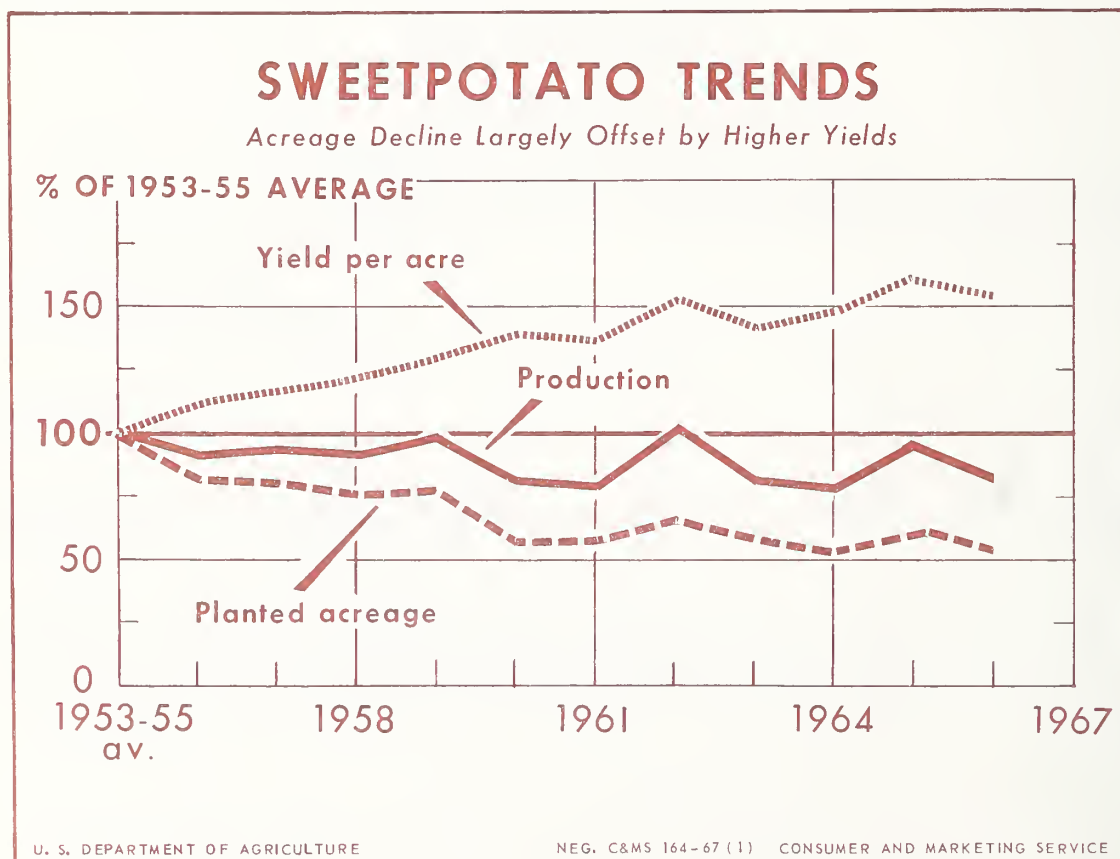
Background statistics

1966 Prel.	191.3	186.6	88.0	16,331	4.85	79,161
1965	209.4	206.2	91.0	18,748	4.29	80,699
1960-64 Average	203.6	199.3	81.0	16,227	4.22	68,527

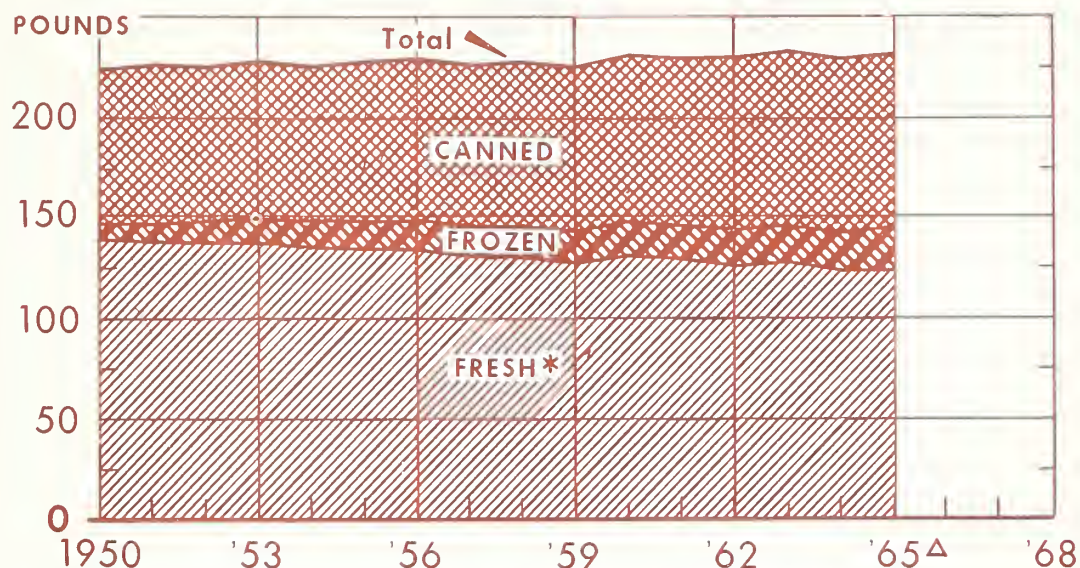
1/ 1965-66 average yields by States.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and 1965-66 average yields by States, will result in a production 3 percent more than in 1966.



USE OF VEGETABLES PER PERSON ABOUT STABLE SINCE 1950



CIVILIAN PER CAPITA CONSUMPTION - FRESH EQUIVALENT BASIS.

* INCLUDES MELONS.

Δ PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 216-67 (1) CONSUMER AND MARKETING SERVICE

Since 1950, total per capita consumption of fresh and processed vegetables has not changed materially. As indicated in the accompanying chart, total consumption in the 1960's has approximated 230 pounds per year. In 1965, consumption of fresh vegetables and melons combined, at 124 pounds, accounted for 54 percent of total use. And frozen items, at 20 pounds, accounted for 9 percent of the total use. Canned products, at 88 pounds, represented 38 percent.

Fresh vegetable use during this period trended downward slightly and the upward trend in use of processed items was practically offsetting.

U.S. DEPARTMENT OF AGRICULTURE
Consumer and Marketing Service
Washington, D.C. 20250

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